

Amendments to and Listing of the Claims:

Please cancel claims 46, 48-52, 54-60, 62-65, 67-81, and add new claims 82-90 as follows:

1-81. (canceled)

82. (new) A computer-implemented method of including a subscriber in a group based on subscriber interaction with targeted programming, the method comprising:

(a) monitoring subscriber interactions with the targeted programming;

(b) retrieving information associated with the targeted programming, wherein the information describes at least one demographic characteristic of at least one group associated with the targeted programming;

(c) retrieving heuristic rules associated with the subscriber interactions, wherein the heuristic rules infer at least one subscriber demographic based on the subscriber interactions;

(d) correlating the at least one subscriber demographic with the at least one demographic of the group; and

(e) associating the subscriber with the group if there is a sufficient correlation between the at least one subscriber demographic and the at least one demographic characteristic of the group.

83. (new) The method of claim 82, wherein the heuristic rules are probabilistic in nature.

84. (new) The method of claim 82, wherein the heuristic rules assign probabilities of the subscriber having the at least one demographic.

85. (new) The method of claim 82, wherein the heuristic rules predict product interest characteristics about the subscriber and step (d) includes correlating the product interest characteristic with the at least one demographic characteristic of the group.

86. (new) The method of claim 82, wherein the monitoring in step (a) includes monitoring at least some subset of channel changes, volume changes, record commands, and associated time.

87. (new) The method of claim 82, wherein the monitoring in step (a) includes monitoring all subscribers interactions with a television.

88. (new) The method of claim 82, wherein the at least one subscriber demographic is based on subscriber interactions that are aggregated over multiple viewing sessions.

89. (new) The method of claim 82, wherein the at least one subscriber demographic does not identify specific subscriber interactions.

90. (new) The method of claim 82, wherein step (a) includes determining the extent to which the subscriber interacts with the programming.